

SHOPPING CENTERS TODAY – SCT

Shopping Centers Today is an award-winning publication that is dedicated to the retail real estate industry and provides a wide range of compelling content. Over 75% of owners, developers, retailers and lenders turn to *SCT* more than any other publication to help build their business.

Closing Dates

	Ad Reservation	Ad Due
January Bonus Distribution: Red River States Conference & Deal Making, NEXUS Conference, Whistler Conference, Heartland States Idea Exchange	November 16, 2018	November 26, 2018
February Bonus Distribution: West Florida Idea Exchange, Four Corners Idea Exchange, OAC Summit, Southern California Idea Exchange	December 21, 2018	December 28, 2018
March Bonus Distribution: Mid-Atlantic Conference & Deal Making, Monterey Conference & Deal Making, Carolinas Conference & Deal Making	January 25, 2019	February 1, 2019
April Bonus Distribution: European Conference, Food for Thought Conference	February 22, 2019	March 1, 2019
May Bonus Distribution: RECon	March 22, 2019	March 29, 2019
June Bonus Distribution: Québec Conference	April 19, 2019	April 26, 2019
July Bonus Distribution: Michigan Idea Exchange, New England Conference & Deal Making, Tennessee/Kentucky Idea Exchange	May 24, 2019	May 31, 2019
August Bonus Distribution: Ohio/West Virginia/Western Pennsylvania/Indiana Idea Exchange, Pacific Northwest Idea Exchange, Florida Conference & Deal Making	June 21, 2019	June 28, 2019
September Bonus Distribution: PA/NJ/DE Conference & Deal Making, Western Conference & Deal Making, Canadian Convention	July 19, 2019	July 26, 2019
October Bonus Distribution: Chicago Deal Making, RECon Asia, Research Connections Conference, South Florida Idea Exchange	August 23, 2019	August 30, 2019
November Bonus Distribution: Southeast Conference & Deal Making, CenterBuild Conference	September 20, 2019	September 27, 2019
December Bonus Distribution: New York Deal Making, CenterBuild Conference	October 25, 2019	November 1, 2019

VRN / IOJ*

Value Retail News and *International Outlet Journal* have merged to become the leading global publication solely focused on the outlet industry. Since 1982, *VRN* has covered the depth and breadth of this dynamic sector through exclusive research, in-depth features and breaking news.

* *IOJ* coverage will be featured in each issue of *VRN*.

Closing Dates

	Ad Reservation	Ad Due
January/February/March	November 26, 2018	December 10, 2018
April/May	February 1, 2019	February 15, 2019
June/July/August	April 10, 2019	April 24, 2019
September/October	July 17, 2019	July 31, 2019
November/December	September 11, 2019	September 25, 2019

PRINT SPECS & AD RATES

SHOPPING CENTERS TODAY – SCT

Ad Size	Print Specs	1x	3x	6x	12x
Full Page, full bleed	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$5,280	\$4,500	\$4,220	\$4,000
Full Page, non bleed	LIVE AREA: 7.25" w x 10.25" d; TRIM: 7.75" w x 10.75" d	\$5,280	\$4,500	\$4,220	\$4,000
Two-Page Spread, full bleed	BLEED: 15.75" w x 11" d; TRIM: 15.5" w x 10.75" d	\$10,100	\$8,700	\$8,200	\$7,440
Two-Page Spread, non-bleed	LIVE AREA: 15" w x 10.25" d; BLEED: 15.5" w x 10.75" d	\$10,100	\$8,700	\$8,200	\$7,440
1/2 Page Island	4.5" w x 7.375" d	\$3,880	\$3,200	\$2,900	\$2,640
1/2 Page Horizontal	7.25" w x 4.875" d	\$3,880	\$3,200	\$2,900	\$2,640
1/2 Horizontal Spread, full bleed	15.75" w x 5.25" d	\$7,600	\$6,240	\$5,780	\$5,260
1/2 Horizontal Spread, non-bleed	15" w x 4.875" d	\$7,600	\$6,240	\$5,780	\$5,260
1/4 Page	3.375" w x 4.875" d	\$2,300	\$1,980	\$1,780	\$1,600

Covers (Non-Cancelable)	Print Specs	1x
Back Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$7,100
Inside Front Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$6,200
Inside Back Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$6,000

SCT CLASSIFIED RATES

Ad size	Print Specs	1x	3x	6x	12x
Column inch rate	1 column = 2"; 2" x 2" is the smallest size ad accepted	\$95	\$85	\$75	\$65

Add 10% for each additional color. Prices of ads are for members and non-members.

PRINT SPECS & AD RATES

NEW SIZES

VALUE RETAIL NEWS – VRN / INTERNATIONAL OUTLET JOURNAL – IOJ

Black & White Ad Size	Print Specs	1x	3x	6x
Full Page, full bleed	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$3,135	\$2,535	\$2,280
Full Page, non bleed	LIVE AREA: 7.25" w x 10.25" d; TRIM: 7.75" w x 10.75" d	\$3,135	\$2,535	\$2,280
Two-Page Spread, full bleed	BLEED: 15.75" w x 11" d; TRIM: 15.5" w x 10.75" d	\$6,270	\$5,070	\$4,560
Two-Page Spread, non-bleed	LIVE AREA: 15" w x 10.25" d; BLEED: 15.5" w x 10.75" d	\$6,270	\$5,070	\$4,560
1/2 Page Island	4.5" w x 7.375" d	\$1,940	\$1,630	\$1,490
1/2 Page Horizontal	7.25" w x 4.875" d	\$1,940	\$1,630	\$1,490
1/4 Page	3.375" w x 4.875" d	\$1,110	\$930	\$850

Cover Rates	Print Specs	1x	3x	6x	12x	18x
Inside Front Cover	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$5,385	\$4,735	\$4,425	\$4,040	\$3,775
Inside Back Cover	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$5,325	\$4,665	\$4,375	\$4,100	\$3,690
Back Cover	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$5,675	\$5,050	\$4,705	\$4,490	\$4,140

Color Rates	
4-Color Process	\$1,105
Black + 2-Color Process	\$885
Black + 1-Color Process	\$665
1 PMS Color	\$1,105



PRINT MECHANICAL REQUIREMENTS

- High-res PDFs should either be CMYK or grayscale
- All images contained in the file should be CMYK or grayscale
- High-res PDF files are accepted or files from the following programs: QuarkXpress 6.5 or higher | InDesign CS2 or higher
- All images contained within the ad should be at least 300 dpi
- All line art contained within the ad should be 1200–1800 dpi
- All fonts must be embedded in the ad
- The PDF should be created at 100%
- Full-page ads must be created with a proper bleed (add 1/4" bleed in addition to the trim size around the entire ad)
- PDFs must be under 20MB in size to be sent via email
- Three easy ways to submit your ad copy:
 - + Submit high-res PDF files or design files smaller than 20MB via email to the production manager for each publication:
SCT | David Stackhouse; dstackhouse@icsc.org
VRN/IOJ | Natasha Reed; nreed@icsc.org
 - + Upload final PDF files or design files to ICSC's FTP site (contact the production manager for details)
 - + Send final PDFs via a file-transfer website such as wetransfer.com

DIGITAL NEWSLETTERS

ICSC's email newsletters delivered to nearly 80,000 subscribers feature breaking news, industry insights and trends. Don't miss an opportunity to be top-of-mind to key industry decision makers.

SCT WEEK

Prices range from \$1,400 to \$2,200 depending on position.
Size: 300 pixels wide x 100 pixels high

INTERNATIONAL NEWS BRIEFS | 10,000+ subscribers

AsiaBrief, EuroBrief, IndiaBrief, MiddleEastBrief and Resumen Iberoamérica

Frequency	Size	Cost
Weekly	300 pixels wide x 100 pixels high	\$400/4 insertions/per brief

GLOBAL OUTLET NEWSBRIEF | 10,000+ subscribers

Frequency	Size	Position	Cost
Weekly	300 pixels wide x 100 pixels high	1 & 2	\$400/insertion
		3 & 4	\$300/insertion



DIGITAL NEWS AD REQUIREMENTS

- Only static images accepted: JPG or GIF formats, along with a URL. Animated or flash banner ads will not be accepted.
- 40K – Maximum file size for SCTWeek, Global Outlet News and International Brief ads
- SCTWeek and International Brief banner ads are sold in packages of four insertions that run in consecutive order

For more information and pricing, contact your Business Development Manager.

Retail Real Estate News

July 28, 2017

Gen-Z favors stores for back-to-school shopping, survey finds

Despite all that is said about youngsters being glued to their tech devices, most Generation-Z consumers — those between the ages of 18 and 27 — still shop exclusively in stores for their back-to-school needs this year, according to a survey by iMRC Retail Advisory. Moreover, the back-to-school season is kicking off earlier than ever this year — a quarter of Gen-Z shoppers have... [more >>](#)

Position 1
300x100

Position 2
300x100

Home-improvement uptick boosts big retailers

Rising home prices and limited availability are forcing homeowners to stay put and invest in their current homes rather than trading up, a trend that is proving to be a boon for home-improvement retailers. While there are about as many for-sale houses in the U.S. now as in 1984, there are 45 million more people to house, according to U.S. Census data. This is a key reason that... [more >>](#)

Retail property investment return flat in second quarter: NCREIF

The total average return on U.S. investment properties grew by a modest 1.75 percent in the second quarter, according to NCREIF's property index. The index reflects investment performance for 7,181 commercial properties valued at a combined \$539.2 billion. This result broke an eight-quarter-long downward trend. The total return was up from 1.59 percent in the first quarter... [more >>](#)

Position 3
300x100

Position 4
300x100

Landlord launches pop-up challenge

In a continuing quest to find new tenant concepts, Starwood Retail Partners is inviting entrepreneurs to enter a contest to win rent-free space for six months. The Challenge: Battle of the Pop-Up, as the contest is called, will be held at four U.S. malls: Gateway Mall in Lincoln, Neb.; Great Northern Mall in North Olmsted, Ohio; Rensselaer Mall, Billings, Mont.; and Story... [more >>](#)

Position 5
300x100

Position 6
300x100

Sephora unveils small-store concept

Sephora is trying to redefine the beauty experience with the opening of a smaller concept that offers more intimacy. The first of these, a 2,000-square-foot store, just opened on Boston's Newbury Street high-end shopping destination. Sephora executives say the new format fosters personalized connections between clients and the store's beauty advisers. "There is no better... [more >>](#)

Position 7
300x100

Position 8
300x100

Transactions: Who's paying how much for what

McLife Investment Services... [more >>](#)

WEBSITE & MOBILE APP

ICSC's newly redesigned website has a modern clean design, improved functionality and enhanced rich content that focuses on the organization's mission to be recognized for the integral role it plays in the global retail real estate industry.

The new ICSC mobile app mirrors the ICSC website and delivers an amazing user experience. Our website is updated on a daily basis with breaking news, featured events and timely research. Reinforce your message with our newest digital advertising options.

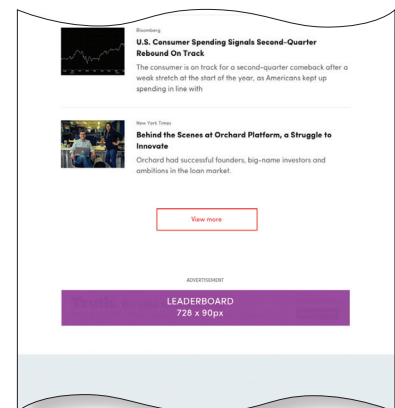
BANNER ADVERTISING PLACEMENTS:

RUN-OF-SITE ADVERTISING

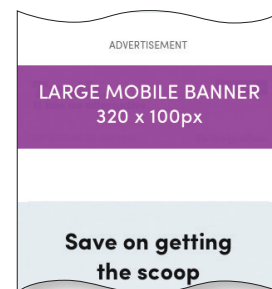
Rotate your ad on the most visited pages.

All website and mobile app advertising will run simultaneously.

Website Ad Size	728 pixels wide x 90 pixels high
Mobile Ad Size	320 pixels wide x 100 pixels high
Run-of-Site Rates	\$40/CPM for banner ad on run-of-site or channel-specific pages
Mechanicals	Please send a PNG file with a static URL. Animated or flash banners will not be accepted.
Resolution	72 dpi
Link	Include the exact URL for your link
Lead Time	7 business days
Reporting	Clients will be provided with a monthly status report following your campaign



website



mobile

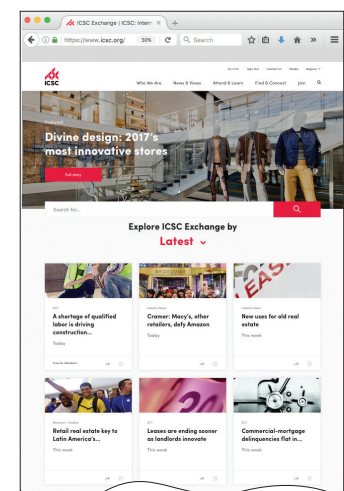
SPONSORED CONTENT ON ICSC.ORG

News Brief on ICSC Exchange	\$15/CPM
News Feature Story on ICSC Exchange	\$25/CPM

SOCIAL MEDIA*

Facebook Sponsored Posts	\$10/CPM
Twitter Sponsored Posts	\$15/CPM

*Cost based on current number of followers



ICSC Exchange

ICSC REGIONAL DEAL MAKING EVENTS

ICSC regional deal making events attract more than 100,000 of the world's top experts working in retail real estate who want to be a part of a strong community of networkers, go-getters and forward-thinkers.

EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

Platinum, Gold & Silver sponsorship packages offer an opportunity to gain visibility and reach industry leaders and decision makers at our premier live events.

Sponsorship Packages Include*:

- Company Logo Placement
- Advertising (web / print)
- Company logo on event emails
- On-Site Marketing

*Depends on package level

For further details contact your Business Development Manager.

EVENT PROGRAM DIRECTORIES

Event goers turn to program directories for a full range of resources from exhibitor contact information to session schedules.

Conference	Conference Dates	Directory Deadline	Directory Materials Due	Full Page	1/2 Page
Red River States Conference & Deal Making	January 9 – 11	December 3	December 10	\$2,400	\$1,700
Whistler Conference	January 27 – 29	December 28	January 3	\$2,400	\$1,700
Mid-Atlantic Conference & Deal Making	March 4 – 5	February 1	February 8	\$1,900	\$1,500
Monterey Conference & Deal Making	March 6 – 8	February 4	February 11	\$1,900	\$1,500
Carolinas Conference & Deal Making	March 11 – 12	February 8	February 15	\$1,900	\$1,500
RECon	May 19 – 22	April 5	April 12	\$2,900	N/A
New England Conference & Deal Making	July 16 – 17	June 14	June 21	\$1,900	\$1,500
Florida Conference & Deal Making	August 25 – 27	July 26	August 2	\$2,400	\$1,700
PA/NJ/DE Conference & Deal Making	September 11 – 12	August 13	August 20	\$2,000	\$1,550
Western Conference & Deal Making	September 16 – 18	August 15	August 22	\$2,400	\$1,700
Canadian Convention	September 23 – 25	August 22	August 29	\$2,400	\$1,700
Chicago Deal Making	October 16 – 17	September 16	September 23	\$2,200	\$1,600
Southeast Conference & Deal Making	November 13 – 15	October 11	October 18	\$2,400	\$1,700
New York Deal Making	December 3 – 5	October 25	November 1	\$2,600	\$1,900

AT-DOOR PROGRAM DIRECTORY ADVERTISING GUIDELINES

Preferred File Format/FTP Upload/Preflight

Advertisers must upload high resolution PDF files to SendMyAd at <https://icsc.sendmyad.com> provided they are prepared for press-optimized printing in CMYK color mode with fonts embedded. More information on creating acceptable PDF files is at <http://www.sendmyadsupport.com>. PDFs will be preflighted for errors. Some size and bleed errors can be corrected by repositioning right in SendMyAd instead of uploading a revision. All ads will require a final approval from you after preflighting.

Color Mode

Ads should be converted to CMYK prior to submission as color shifts may occur and PMS colors do not always convert accurately. Ads received in RGB, as well as any spot colors detected in the ad, will be converted to CMYK during preflight.

Photo Elements

For best results, photos used should be in 300 dpi, actual size and in CMYK color mode.

Text

All fonts should be embedded in the submitted PDF

Ad Size **New Sizes**

Trim Size: 6" x 9"
Bleed Size: 6 1/4" x 9 1/4"
Live Area: 5" x 8"
Half Page: 5 1/4" x 4"

NOTE: RECon requires different ad sizes. Please consult with your Business Development Manager for those sizes.

Submitting Ads

1. Log in to SendMyAd at <https://icsc.sendmyad.com>
2. Select the ICSC event you are submitting your ad for and the ad size
3. Upload your PDF
4. Review and make any necessary adjustments
5. Approve